State of California
Employment Training Panel

Training Proposal for:
LPA, Inc.

Agreement Number: ET09-0279

Panel Meeting of: **October 17, 2008**

ETP Regional Office: **San Diego**   Analyst: J. Davey

PROJECT PROFILE

Contract Type:	SET Frontline - Retrainee	Industry Sector(s):	Services
Counties Served:	Orange	Repeat Contractor:	☐ Yes ☒ No
Union(s):	☐ Yes ☒ No	Priority Industry:	☐ Yes ☒ No
No. Employees in CA:	273	No. Employees Worldwide:	273

Turnover Rate %	Manager/ Supervisor %
12%	0%

FUNDING DETAIL

Program Costs	Substantial Contribution	Total ETP Funding		In-Kind Contribution
$252,525	$0	$252,525		$589,225

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Average No. of Trainees	Range of Hours Class / Lab	Range of Hours CBT	Average Cost per Trainee	Post-Retention Wage
1	SET Frontline - Retrainee	Business Skills, Commercial Skills, Computer Skills, Continuous Improvement	259	24 - 200 Weighted Avg: 65	0	$975	$23.36

Minimum Wage by County: $23.36 statewide average wage (SET Frontline Worker)

Health Benefits: ☒ Yes ☐ No   This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: ☒ Yes ☐ No

$2.29 per hour may be used to meet the Post-Retention Wage.

Other Benefits: 401(k) + 25% match, Life Insurance, Short and Long Term Disability, Holidays, Vacation, Personal Leave.

Wage Range by Occupation	
Occupation Title	Wage Range
Administrative Staff	
Architect	
Designer	

INTRODUCTION

In this proposal, LPA, Inc. (LPA) seeks funding for retraining as outlined below:

LPA is an architectural, planning, landscape, engineering, and interior design firm headquartered in Irvine. Founded in 1965, LPA has a long history of architectural design and project management experience, providing its clients a full range of architectural, engineering, and interior design services. LPA provides its services to six market segments: Public, Corporate, Elementary/Higher Education, Targeted Developer, Housing, and Civic architecture.

The company is eligible for ETP funding under the provisions outlined in Title 22, California Code of Regulations, Section 4409 Special Employment Training (SET) projects for Frontline Workers earning at least the statewide average wage. As part of its commitment to new technology and training related to green initiatives, LPA has invested over $750,000 in new and upgraded computers, laptops, and software over the last several years.

LPA reports that the architecture profession is undergoing a change to include more "green" elements. With recent high energy costs, concerns about global warning, and the establishment of the U.S. Green Building Council, more and more clients are requiring their buildings meet the Council's Leadership in Energy and Environmental Design (LEED) standards for sustainable

buildings. The LEED Green Building Rating System is a voluntary, consensus-based national rating system for developing high-performance, sustainable buildings. LEED addresses all building types and emphasizes state-of-the-art strategies in five areas: sustainable site development, water savings, energy efficiency, materials and resources selection, and indoor environmental quality.

The "green" movement has developed so rapidly that architecture firms like LPA have to redefine basic business practices in siting, design, materials, and energy efficiency. So rapid have these changes been that there is a gap in the skills required to meet current and future demand. Currently, fewer than half of the architects and designers in LPA are LEED Accredited Professionals. To meet the challenges that LEED requires and remain competitive in the industry, the company must train its workforce in the skills to become LEED APs. With these new requirements, LPA is committed to educating its staff and clients on the benefits of going "green". LPA has set in place a plan to educate its employees to become LEED AP.

LPA is introducing a new system to improve architectural design, customer service, and reduce production costs called the Building Information Model (BIM). This is a flexible, computer-based design system that allows a comprehensive method to meet the new "green" standards efficiently. Architectural technology is changing so rapidly that LPA must provide training in BIM systems to meet competitive industry demands and promote the employment security of its frontline workers.   Training will take place at its two facilities in Irvine and Roseville.

PROJECT DETAILS

To meet the challenges described above, LPA proposes the following training:

Business Skills training includes managing multiple tasks, negotiation skills, project planning, and several related skills in communication, leadership, and marketing. These skills will provide an improved skill set for LPA's Administrative Staff, Architects and Designers. These skills will provide employees with the necessary skills to improve communication, client services, and other skills to improve the company's market position in this industry.

Commercial Skills topics will include architectural and design standards, energy & environmental design elements for green building, sustainable products, and LEED. Architects and Designers will learn skills associated with green building practices so that the company can meet current and future demands from its customers for sustainable buildings.

Computer Skills training will provide skills to all trainees in a variety of software and hardware applications including: Database Management, Microsoft Access and Project, AutoCAD, Adobe Flash, Photoshop, Indesign, and Illustrator and other Building Information Model software. Training in these topics will give LPA's Architects and Designers the much needed technical skills to meet the challenges of LEED requirements.

Continuous Improvement Skills topics will include process and quality improvement designed to enhance productivity across the organization.   These skills are designed to improve development efficiency to lower production costs.   Trainees in all occupations will receive training in these skills.

Commitment to Training

LPA provides several types of training that will continue during the term of the proposed ETP Agreement. This training includes: basic orientation, job specific training, MS Office (basic), continuing education courses for licenses, government regulatory compliance, and sexual harassment prevention. The company states that it has no identifiable training budget. Training has been provided for critical needs only, most often on the job, unstructured, and unplanned. Most of the training in the past has been provided in-house.

LPA states that it is committed to training and educating its employees after the newly established ETP training program has been completed. LPA is committed to continuing the quality and frequency of employee training activities at higher levels than in prior years. This training proposal will enable it to jump start its training and plan and organize it in such a way that it will be more proactive than in the past.

LPA represents that ETP funds will not displace the existing financial commitment to training. The company anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area.

LPA represents that safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.

DEVELOPMENT SERVICES

The company retained Menzel & Associates in Seal Beach to assist with development of this proposal for a flat fee of $26,500.

ADMINISTRATIVE SERVICES

The company also retained Menzel & Associates to perform administrative services in connection with this proposal for a fee not to exceed 13% of payment earned.

TRAINING VENDORS

To Be Determined

<u>Exhibit B: Menu Curriculum</u>

**<u>Class/Lab
 Hours</u>**

24 – 200   Trainees will receive any of the following:

<u>BUSINESS SKILLS</u>
- Managing Multiple Tasks
- Project Planning
- Technical Writing
- Scheduling
- Communication
- Time Management
- Customer Relationship Management
- Coaching
- Understanding Contracts
- Negotiation Skills
- Advanced Product Knowledge
- Advanced Marketing & Business Development Skills
- Project Management
- Leadership Skills

<u>COMMERCIAL SKILLS</u>
- Architectural and Design Standards
- Energy & Environmental Design Elements for Green Building
- Building Accessibility & Usability Standards
- Drawing Standards for Computer-aided Design and Building Industry Modeling
- Sustainable Products, Systems, and Procedures
- Leadership Energy Efficient Design (LEED)

<u>COMPUTER SKILLS</u>
- Database Management
- Database/Web-site Development for Clients
- Dashboard/Portal Management
- Microsoft Access
- Microsoft Project
- Intranet
- Project Management
- Deltek
- Liberty Paperless

COMPUTER SKILLS
- AutoCAD
- AutoCAD Architecture
- Revit Architecture-Revit MEP, Revit Structure
- 3Ds Max
- SketchUp
- Adobe Photoshop
- Adobe Illustrator
- Form Z
- Adobe Flash
- Adobe Indesign
- Link Fixer Plus
- Green Building Advisor (GBA)
- LEED Calculator
- Ecotect

CONTINUOUS IMPROVEMENT SKILLS
- Process Improvement
- Quality Improvement